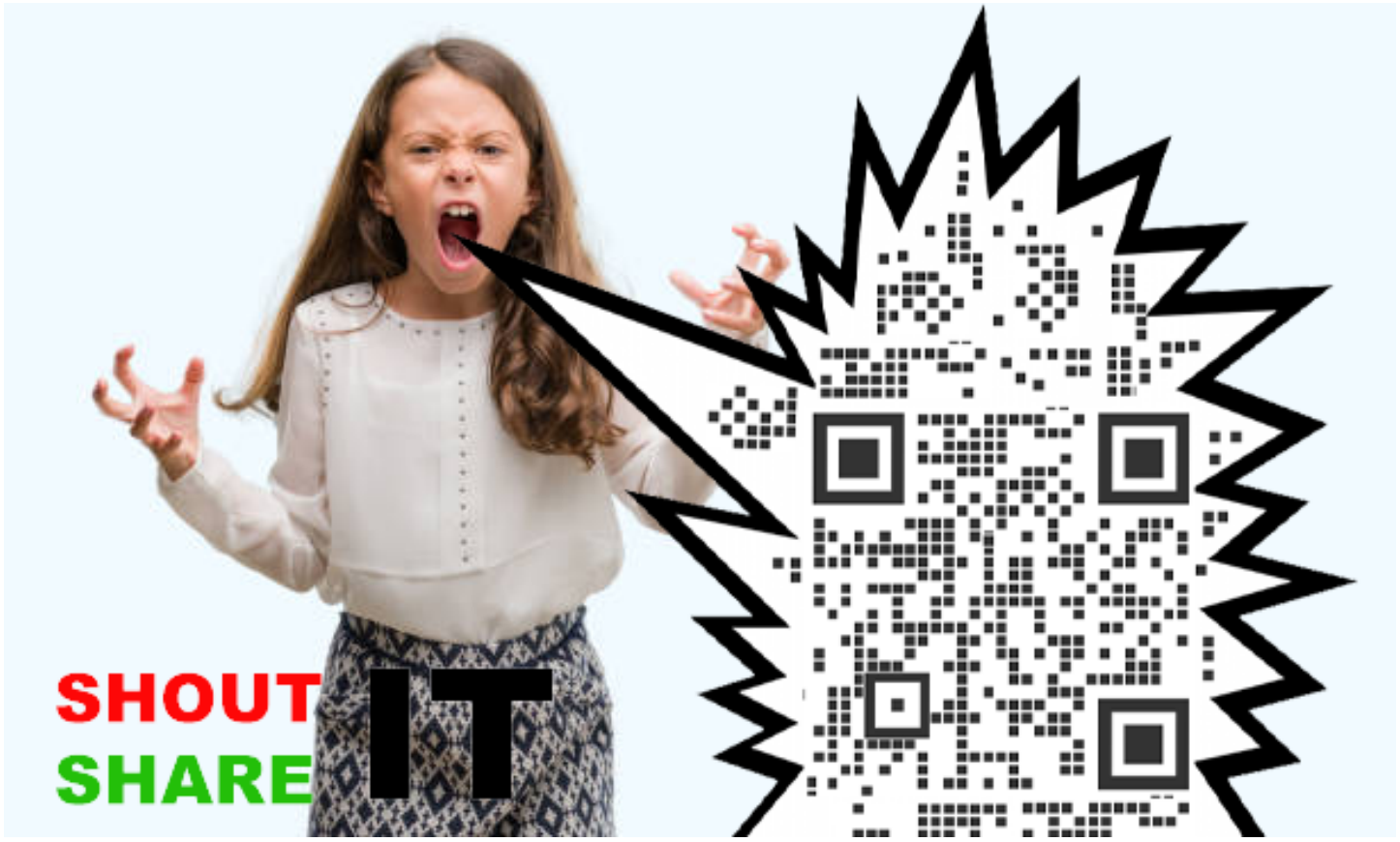
Motivation and Emotion

Chapter 9


SHOUT
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Chapter 9 Learning Objective Menu

- LO 9.1 Motivation
- LO 9.2 Instinct approaches to motivation
- LO 9.3 Drive-reduction approaches to motivation
- LO 9.4 Three types of needs
- LO 9.5 Arousal approaches to motivation
- LO 9.6 Incentive approaches to motivation
- LO 9.7 Maslow's hierarchy of needs
- LO 9.8 Self-determination theory of motivation
- LO 9.9 Bodily causes of hunger
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- LO 9.11 Some problems in eating behavior
- LO 9.12 Biological factors of obesity
- LO 9.13 Three elements of emotion
- LO 9.14 James-Lange theory of emotion
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- LO 9.16 Cognitive arousal theory of emotion
- LO 9.17 Schacter and Singer's classic study of emotion
- LO 9.18 Facial feedback hypothesis
- LO 9.19 Cognitive-mediational theory
- LO 9.20 Positive psychology movement

Motivation

- Motivation - the process by which activities are started, directed, and continued so that physical or psychological needs or wants are met.
- Extrinsic motivation - type of motivation in which a person performs an action because it leads to an outcome that is separate from or external to the person.

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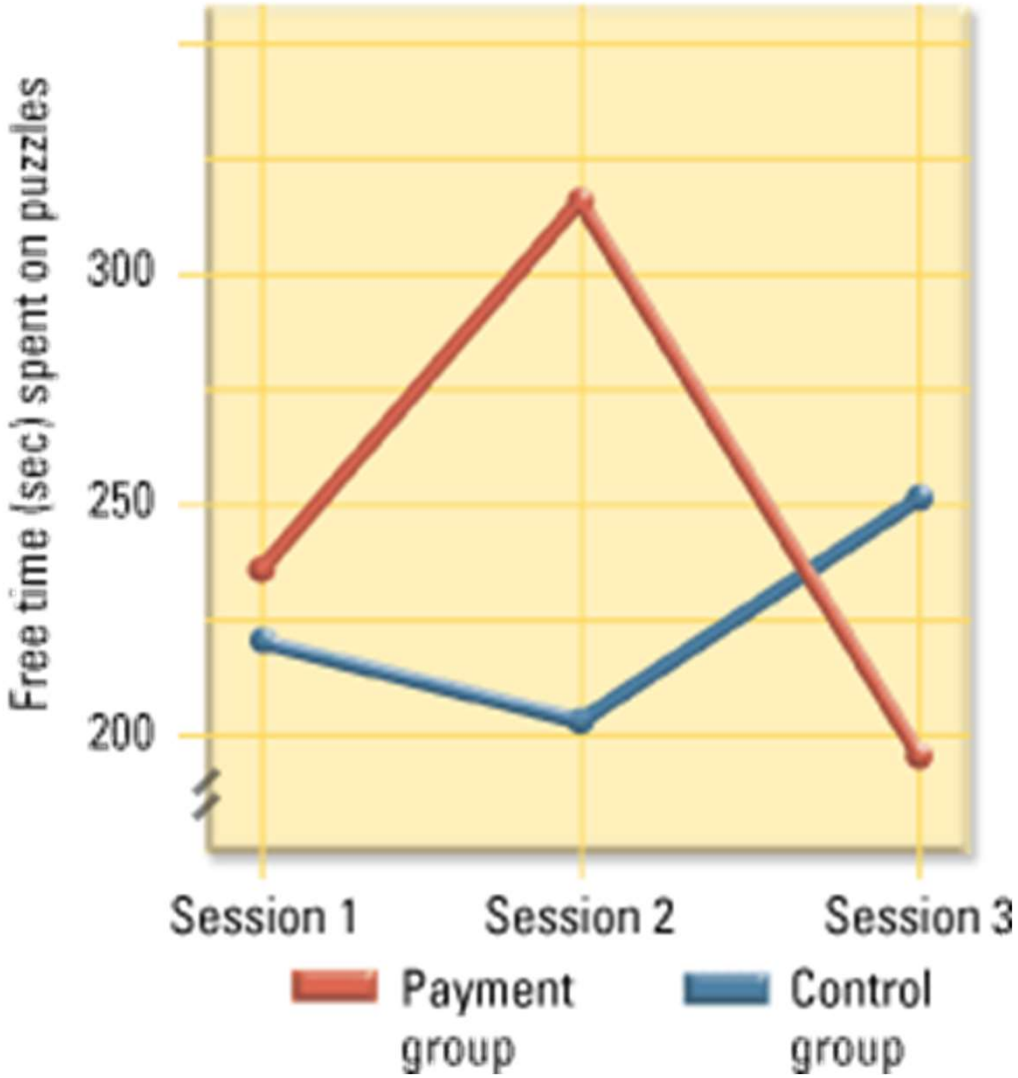
Free time (sec) spent on puzzles
300
250
200
Session 1
Session 2
Session 3
Payment group
Control group

Menu

Instinct Approaches to Motivation

- Instincts - the biologically determined and innate patterns of behavior that exist in both people and animals.
- Instinct approach - approach to motivation that assumes people are governed by instincts similar to those of animals.

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Drive Reduction Theory of Motivation

- Need - a requirement of some material (such as food or water) that is essential for survival of the organism.
- Drive - a psychological tension and physical arousal arising when there is a need that motivates the organism to act in order to fulfill the need and reduce the tension.
- Drive-reduction theory - approach to motivation that assumes behavior arises from physiological needs that cause internal drives to push the organism to satisfy the need and reduce tension and arousal.

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Drive Reduction Theory of Motivation

- Primary drives - those drives that involve needs of the body such as hunger and thirst.
- Acquired (secondary) drives - those drives that are learned through experience or conditioning, such as the need for money or social approval.
- Homeostasis - the tendency of the body to maintain a steady state.

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Three Types of Needs

- Need for achievement (nAch) - a need that involves a strong desire to succeed in attaining goals, not only realistic ones but also challenging ones.

- Need for affiliation (nAff) - the need for friendly social interactions and relationships with others.

- Need for power (nPow) - the need to have control or influence over others.

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Arousal Approach to Motivation

- Stimulus motive - a motive that appears to be unlearned but causes an increase in stimulation, such as curiosity.
- Arousal theory - theory of motivation in which people are said to have an optimal (best or ideal) level of tension that they seek to maintain by increasing or decreasing stimulation.

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Arousal Approach to Motivation

- Yerkes-Dodson law - law stating performance is related to arousal; moderate levels of arousal lead to better performance than do levels of arousal that are too low or too high.
  - This effect varies with the difficulty of the task: easy tasks require a high-moderate level while more difficult tasks require a low-moderate level.
- Sensation seeker - someone who needs more arousal than the average person.

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LO 9.5 Arousal approaches to motivation

FIGURE 9.2 **Arousal and Performance** The optimal level of arousal for task performance depends on the difficulty of the task. We generally perform easy tasks well if we are highly aroused (green) and accomplish difficult tasks well if we are not very aroused (red).

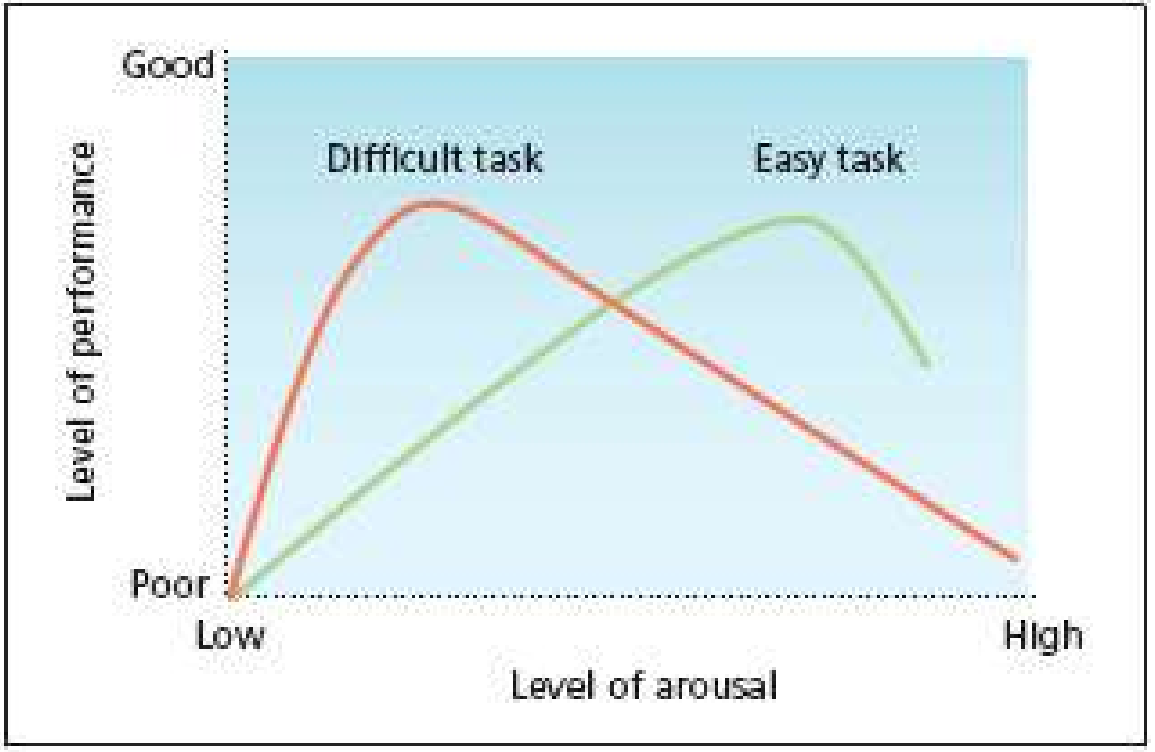

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TABLE 9.1 SAMPLE ITEMS FROM THE ZUCKERMAN-KUHLMAN PERSONALITY QUESTIONNAIRE

Scale Item	Sensation Seeking
I sometimes do "crazy" things just for fun.	High
I prefer friends who are excitingly unpredictable.	High
I am an impulsive person.	High
Before I begin a complicated job, I make careful plans.	Low
I usually think about what I am going to do before doing it.	Low

Source: Adapted from Zuckerman, M. (2002).

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Incentive Approaches to Motivation

- Incentives - things that attract or lure people into action.
- Incentive approaches - theories of motivation in which behavior is explained as a response to the external stimulus and its rewarding properties.
- Expectancy-value theories - incentive theories that assume the actions of humans cannot be predicted or fully understood without understanding the beliefs, values, and the importance that a person attaches to those beliefs and values at any given moment in time.

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Maslow's Hierarchy of Needs

- Self-actualization - according to Maslow, the point that is seldom reached at which people have sufficiently satisfied the lower needs and achieved their full human potential.
- Peak experiences- according to Maslow, times in a person's life during which selfactualization is temporarily achieved.

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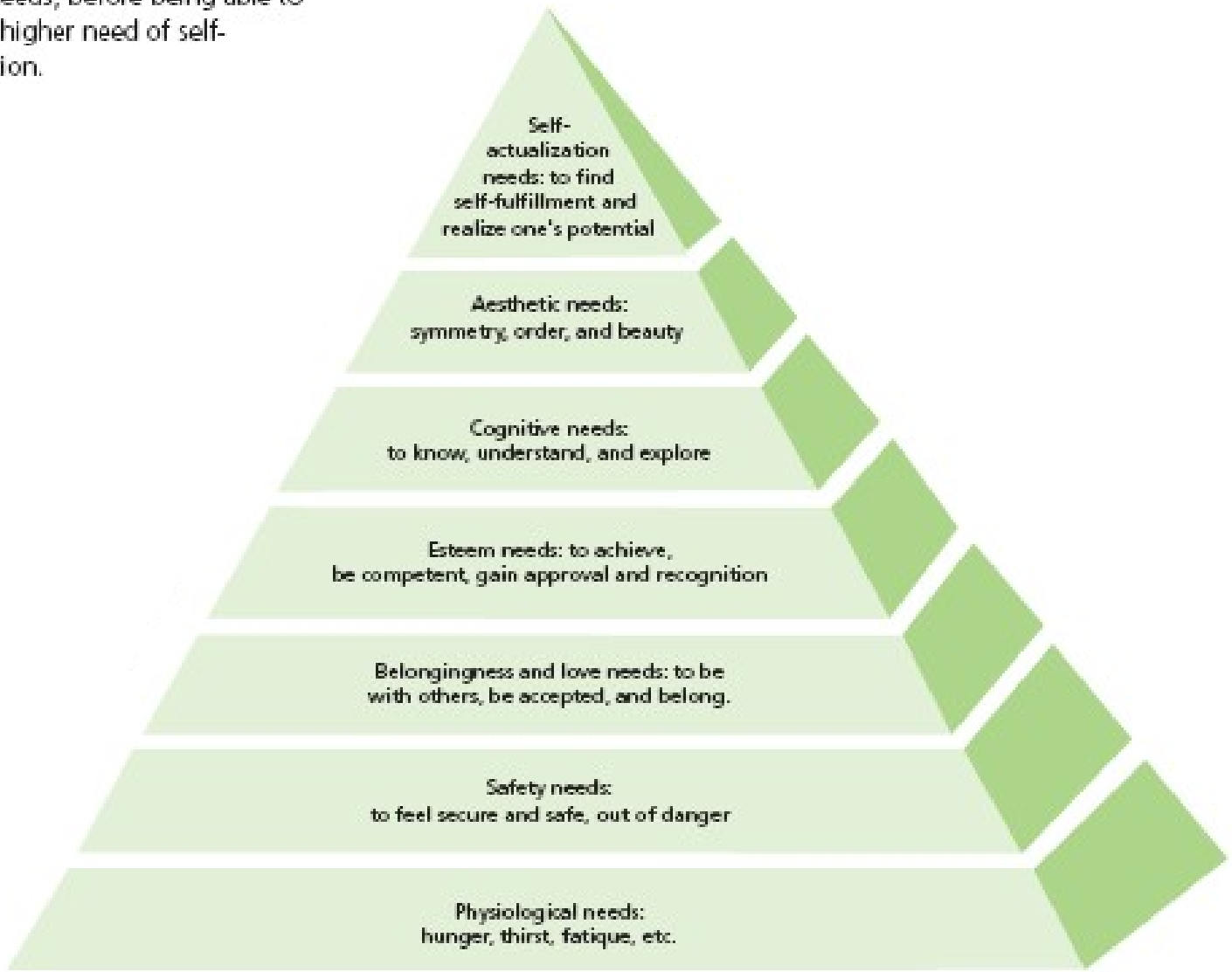
LO 9.7 Maslow's hierarchy of needs

FIGURE 9.3 **Maslow's Hierarchy of Needs** Maslow proposed that human beings must fulfill the more basic needs, such as physical and security needs, before being able to fulfill the higher need of self-actualization.


Self-actualization needs: to find self-fulfillment and realize one's potential
Aesthetic needs: symmetry, order, and beauty
Cognitive needs: to know, understand, and explore
Esteem needs: to achieve, be competent, gain approval and recognition
Belongingness and love needs: to be with others, be accepted, and belong.
Safety needs: to feel secure and safe, out of danger
Physiological needs: hunger, thirst, fatique, etc.

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Self-Determination Theory of Motivation

- Self-determination theory (SDT) - theory of human motivation in which the social context of an action has an effect on the type of motivation existing for the action.
- Intrinsic motivation - type of motivation in which a person performs an action because the act itself is rewarding or satisfying in some internal manner.

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Hunger: Bodily Causes

- Insulin - a hormone secreted by the pancreas to control the levels of fats, proteins, and carbohydrates in the body by reducing the level of glucose in the bloodstream.
- Glucagons- hormones that are secreted by the pancreas to control the levels of fats, proteins, and carbohydrates in the body by increasing the level of glucose in the bloodstream.

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Hunger: Bodily Causes

- Weight set point – the particular level of weight that the body tries to maintain.
- Basal metabolic rate (BMR) - the rate at which the body burns energy when the

TABLE 9.2 AVERAGE BASAL METABOLIC RATES FOR A FEMALE AND MALE

Age Range	Ages 10–18	Ages 19–30	Ages 31–60	Ages 61–80
Female ($5\frac{1}{2}$ ft.)	1770	1720	1623	1506
Male (6 ft.)	2140	2071	1934	1770

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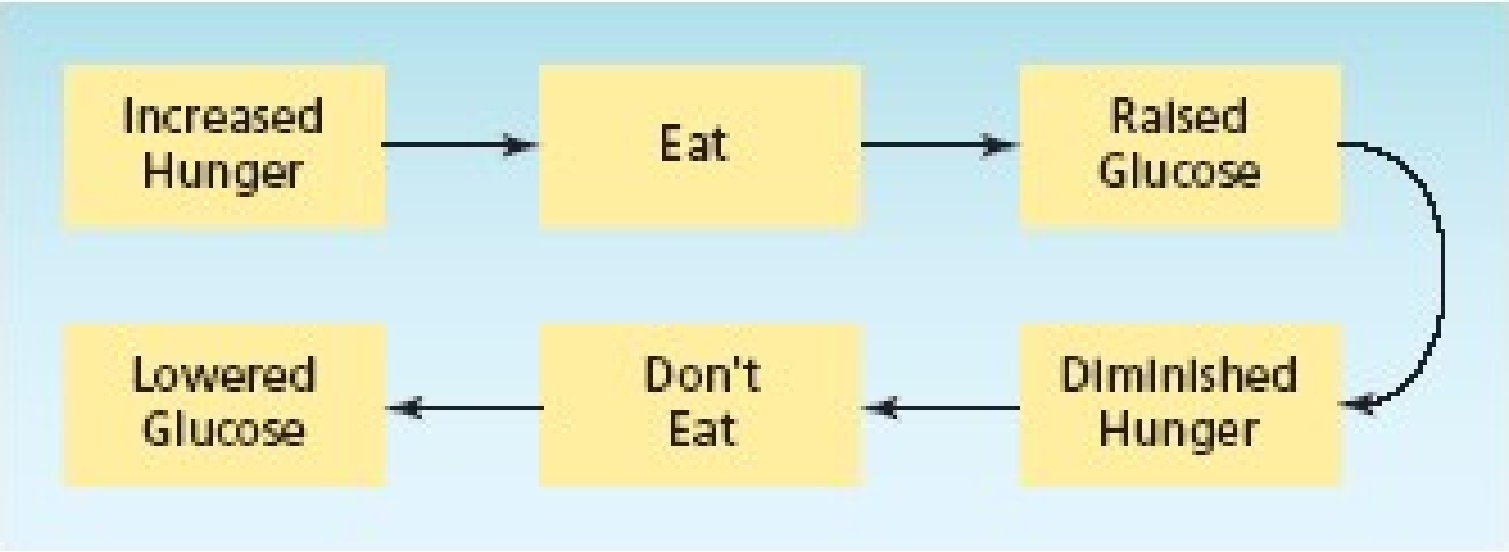
LO 9.9 Bodily causes of hunger

FIGURE 9.1 **Homeostasis** In homeostasis, the body maintains balance in the body's physical states. For example, this diagram shows how increased hunger (a state of imbalance) prompts a person to eat. Eating increases the level of glucose (blood sugar), causing the feelings of hunger to reduce. After a period without eating, the glucose levels become low enough to stimulate the hunger drive once again, and the entire cycle is repeated.



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Hunger: Social Causes

- Social cues for when meals are to be eaten.
- Cultural customs.
- Food preferences.
- Use of food as a comfort device or escape from unpleasantness.
- Some people may respond to the anticipation of eating by producing an insulin response, increasing the risk of obesity.

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Eating Problems

- Obesity - a condition in which the body weight of a person is 20 percent or more over the ideal body weight for that person's height (actual percents vary across definitions).
- Anorexia nervosa - a condition in which a person reduces eating to the point that a weight loss of 15 percent below the ideal body weight or more occurs.
- Bulimia - a condition in which a person develops a cycle of "binging" or overeating enormous amounts of food at one sitting, and "purging" or deliberately vomiting after eating.

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LO 9.11 Some problems in eating behavior

FIGURE 9.4 **Obese Laboratory Rat** This rat has reached a high level of obesity because its ventromedial hypothalamus has been deliberately damaged in the laboratory. The result is a rat that no longer receives signals of being satiated, and so the rat continues to eat and eat and eat.

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TABLE 9.3 POSSIBLE SIGNS OF EATING DISORDERS

Dramatic weight loss in a relatively short period of time
Obsession with calories and fat content of food
Hiding food in strange places
Hair loss, pale appearance to the skin
Bruised or callused knuckles, bloodshot eyes with light bruising under the eyes
Frequent trips to the bathroom following meals
Obsession with continuous exercise
Wearing baggy clothes to hide body shape or weight loss
Reading books about weight loss and eating disorders
Complaints of often feeling cold

Menu

Biological Factors of Eating Problems

- Leptin - a hormone that, when released into the bloodstream, signals the hypothalamus that the body has had enough food and reduces the appetite while increasing the feeling of being full.
  - Role of leptin in obesity.
  - Genetics and obesity.
- Genetics may play a part in anorexia and bulimia, as well as insensitivity to leptin.

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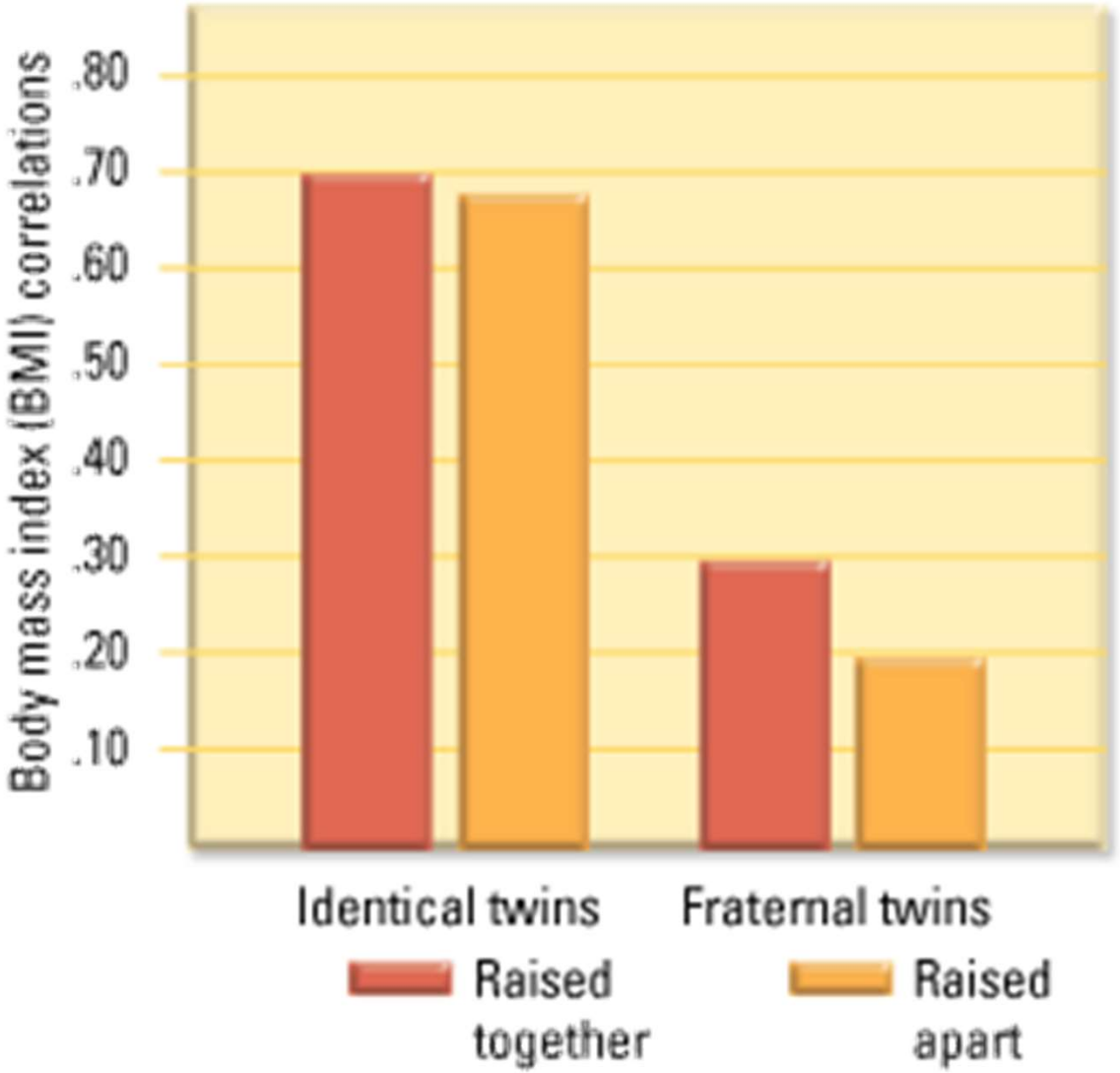
LO 9.12 Biological factors of obesity



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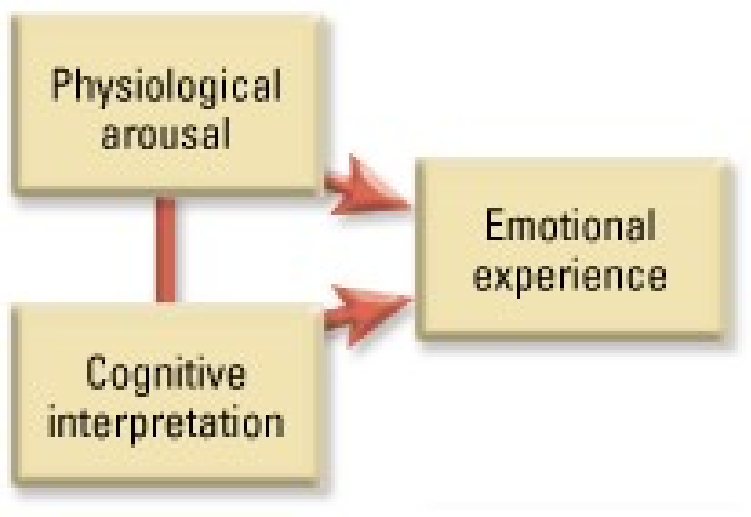
Elements of Emotion

- Emotion - the "feeling" aspect of consciousness, characterized by a certain physical arousal, a certain behavior that reveals the emotion to the outside world, and an inner awareness of feelings.
- Display rules - learned ways of controlling displays of emotion in social settings.



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LO 9.13 Three elements of emotion

FIGURE 9.5 **Facial Expressions of Emotion** Facial expressions appear to be universal. For example, these faces are interpreted as showing (a) anger, (b) fear, (c) disgust, (d) happiness, (e) surprise, and (f) sadness by people of cultures all over the world. Although the situations that cause these emotions may differ from culture to culture, the expression of particular emotions remains strikingly the same.

a.

b.

c.

d.

e.

f.

Menu

Common Sense Theory of Emotion

- Common Sense Theory of Emotion - a stimulus leads to an emotion, which then leads to bodily arousal.

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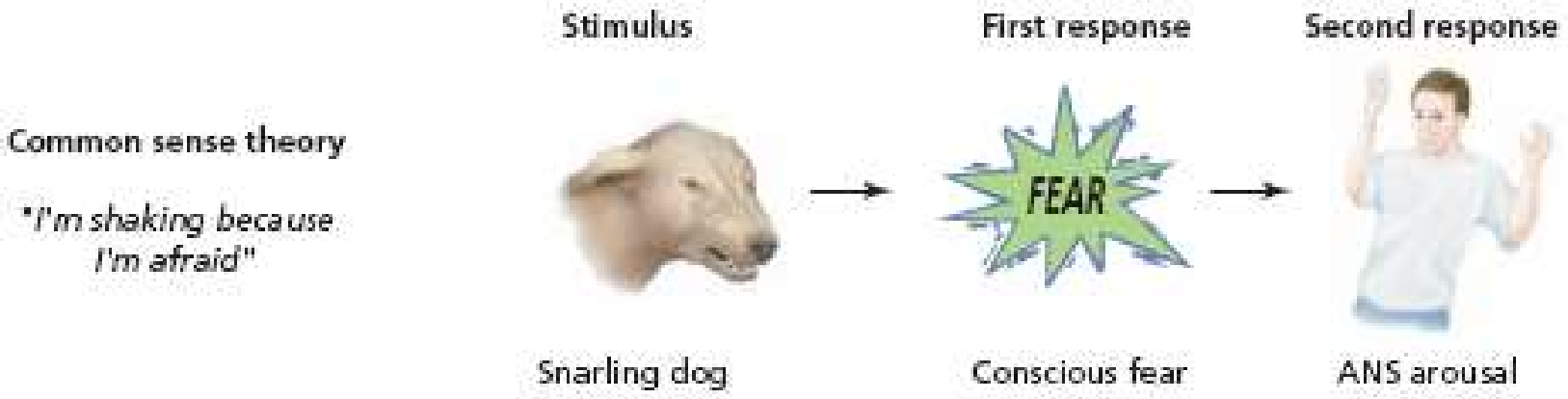
LO 9.13 Three elements of emotion

FIGURE 9.6 **Common Sense Theory of Emotion** In the common-sense theory of emotion, a stimulus (snarling dog) leads to an emotion of fear, which then leads to bodily arousal (in this case, indicated by shaking).



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James-Lange Theory of Emotion

- James-Lange theory of emotion - theory in which a physiological reaction leads to the labeling of an emotion.

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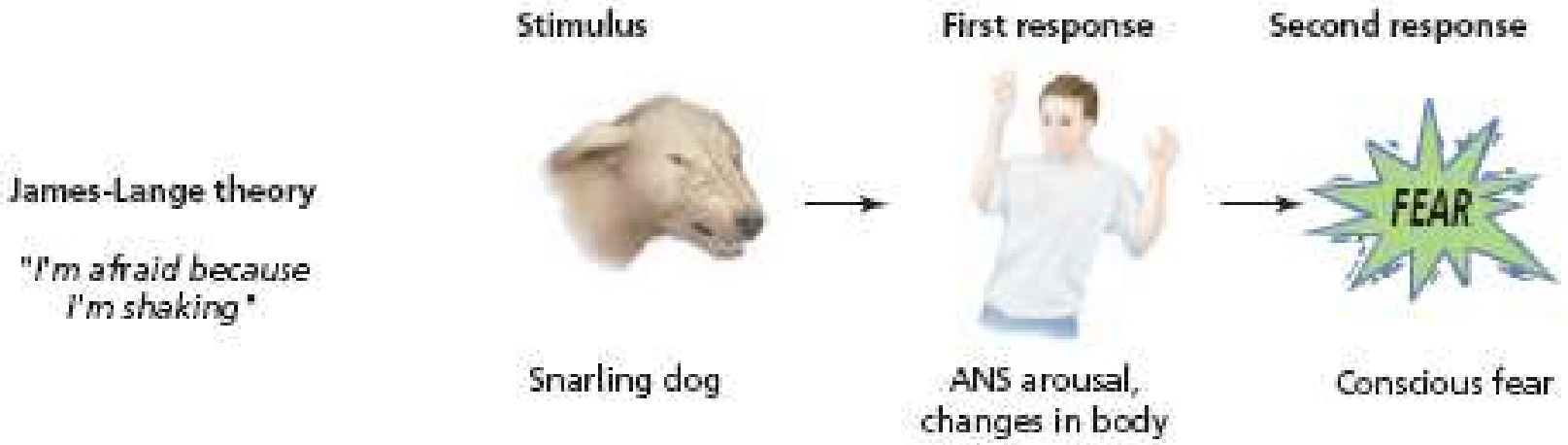
LO 9.14 James-Lange theory of emotion

FIGURE 9.7 **James-Lange Theory of Emotion** In the James-Lange theory of emotion, a stimulus leads to bodily arousal first, which is then interpreted as an emotion.



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Cannon-Bard Theory of Emotion

- Cannon-Bard theory of emotion - theory in which the physiological reaction and the emotion are assumed to occur at the same time.

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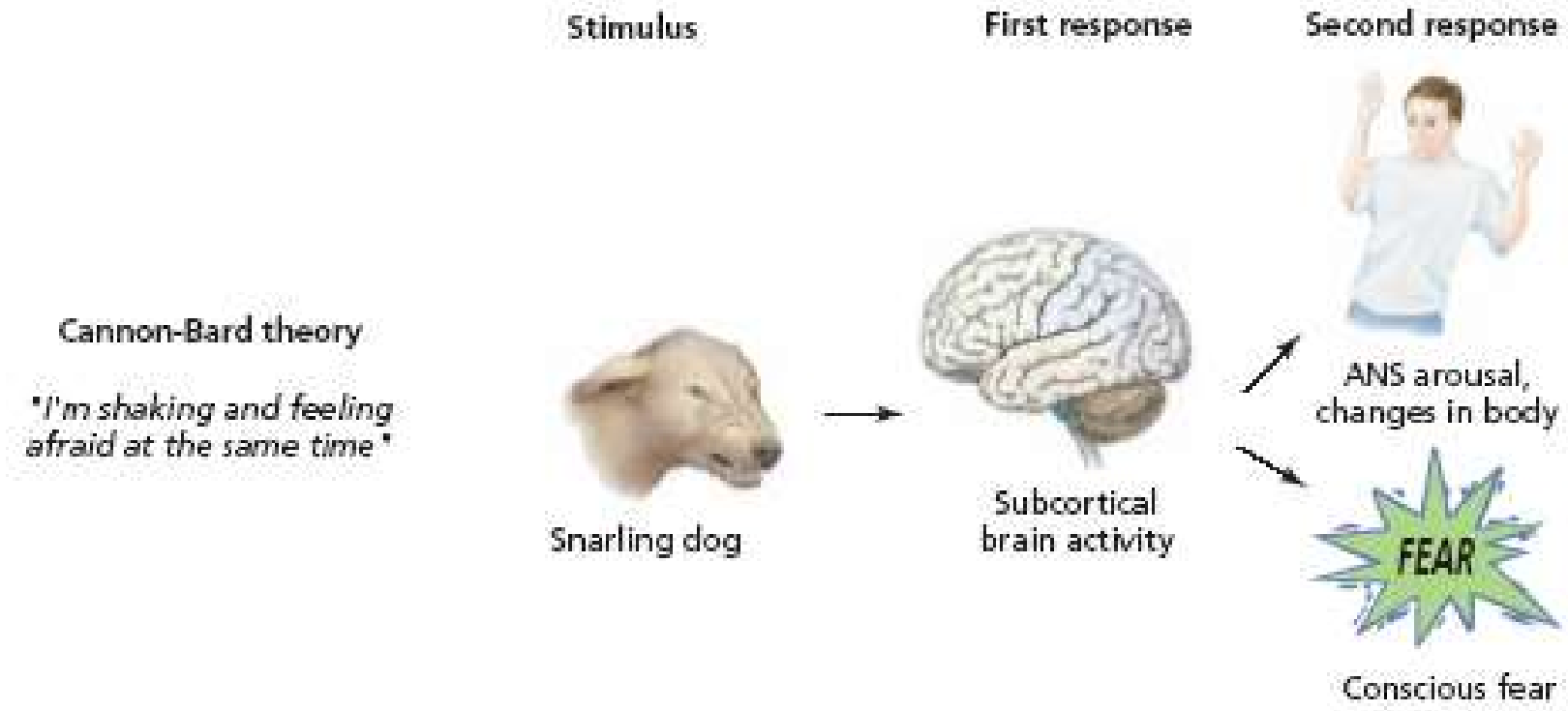
LO 9.15 Cannon-Bard theory of emotion

FIGURE 9.8 **Cannon-Bard Theory of Emotion** In the Cannon-Bard theory of emotion, a stimulus leads to activity in the brain, which then sends signals to arouse the body and interpret the emotion at the same time.



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Cognitive Arousal Theory of Emotion

- Cognitive arousal theory – theory of emotion in which both the physical arousal and the labeling of that arousal based on cues from the environment must occur before the emotion is experienced.

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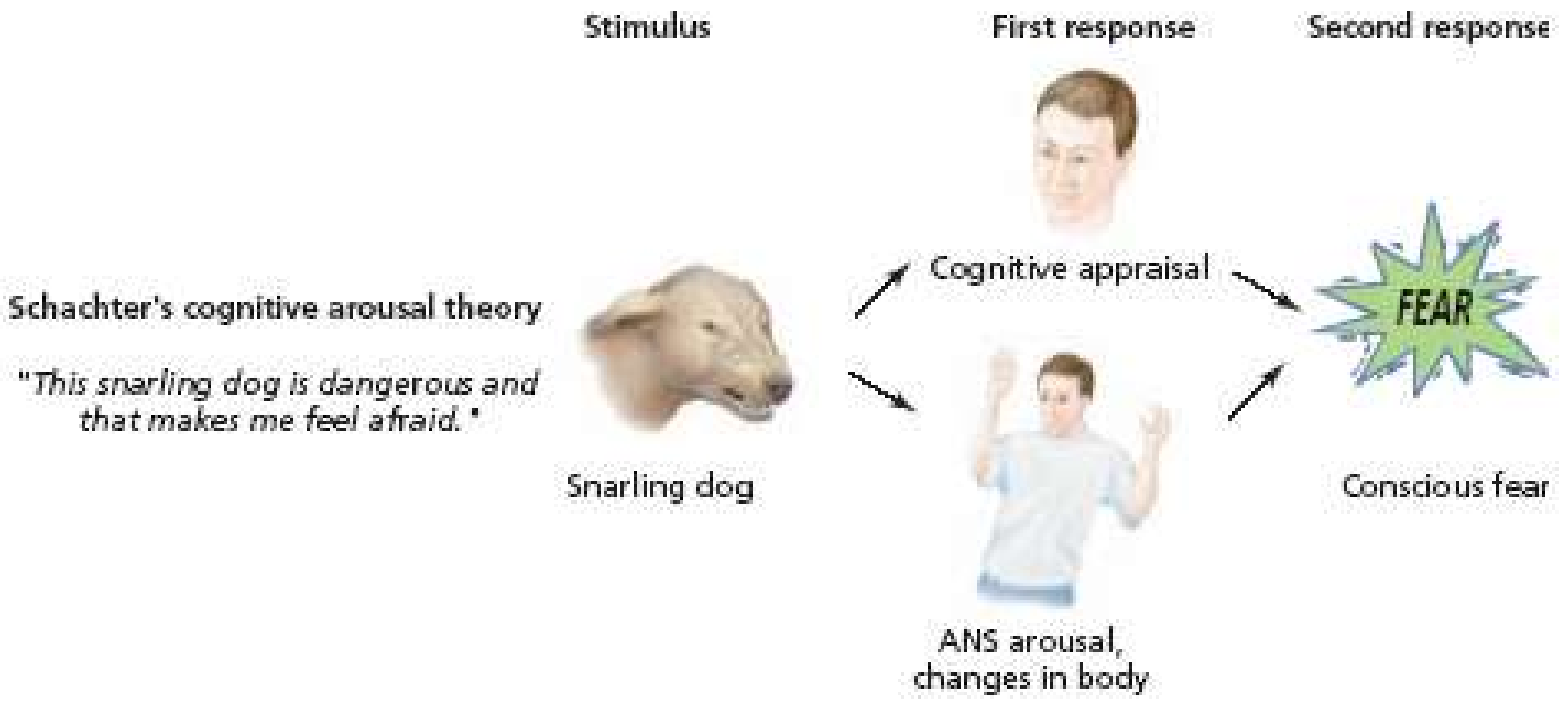
FIGURE 9.9 **Schachter's Cognitive Arousal Theory of Emotion**
Schachter's cognitive arousal theory is similar to the James-Lange theory, but adds the element of cognitive labeling of the arousal. In this theory, a stimulus leads to both bodily arousal and the labeling of that arousal (based on the surrounding context), which leads to the experience and labeling of the emotional reaction.

LO 9.16 Cognitive arousal theory of emotion



Menu

Schacter and Singer's Study of Emotion

- Participants who were exposed to the "angry" man interpreted their physical arousal as anger
- Participants who were exposed to the "happy" man interpreted their physical arousal as happiness.

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Facial Feedback Hypothesis

- Facial feedback hypothesis - theory of emotion that assumes that facial expressions provide feedback to the brain concerning the emotion being expressed, which in turn causes and intensifies the emotion.

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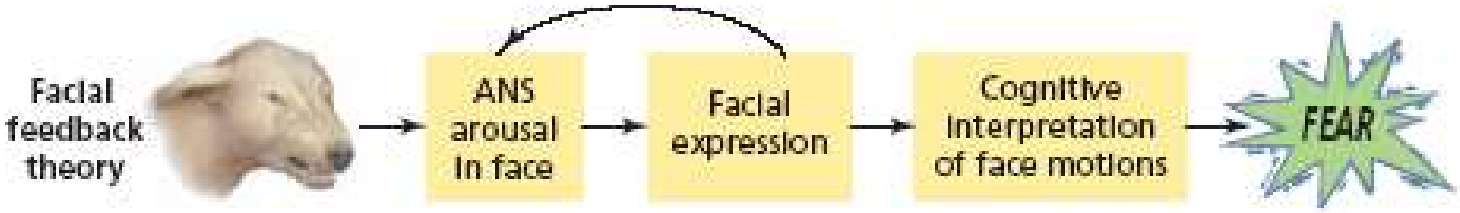
LO 9.18 Facial feedback hypothesis

FIGURE 9.10 **Facial Feedback Hypothesis of Emotion** In the facial feedback theory of emotion, a stimulus such as this snarling dog causes arousal and a facial expression. The facial expression then provides feedback to the brain about the emotion. The brain then interprets the emotion and may also intensify it.



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Cognitive Mediational Theory

- Cognitive-mediational theory - theory of emotion in which a stimulus must be interpreted (appraised) by a person in order to result in a physical response and an emotional reaction.

Menu

LO 9.19 Cognitive-mediational theory.

FIGURE 9.11 **Lazarus's Theory of Emotion** In Lazarus's cognitive-mediational theory of emotion, a stimulus causes an immediate appraisal (e.g., "The dog is snarling and not behind a fence, so this is dangerous"). The cognitive appraisal results in an emotional response, which is then followed by the appropriate bodily response.

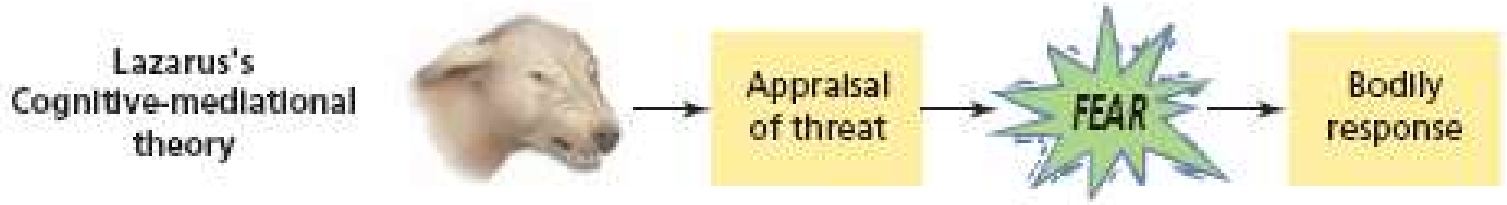

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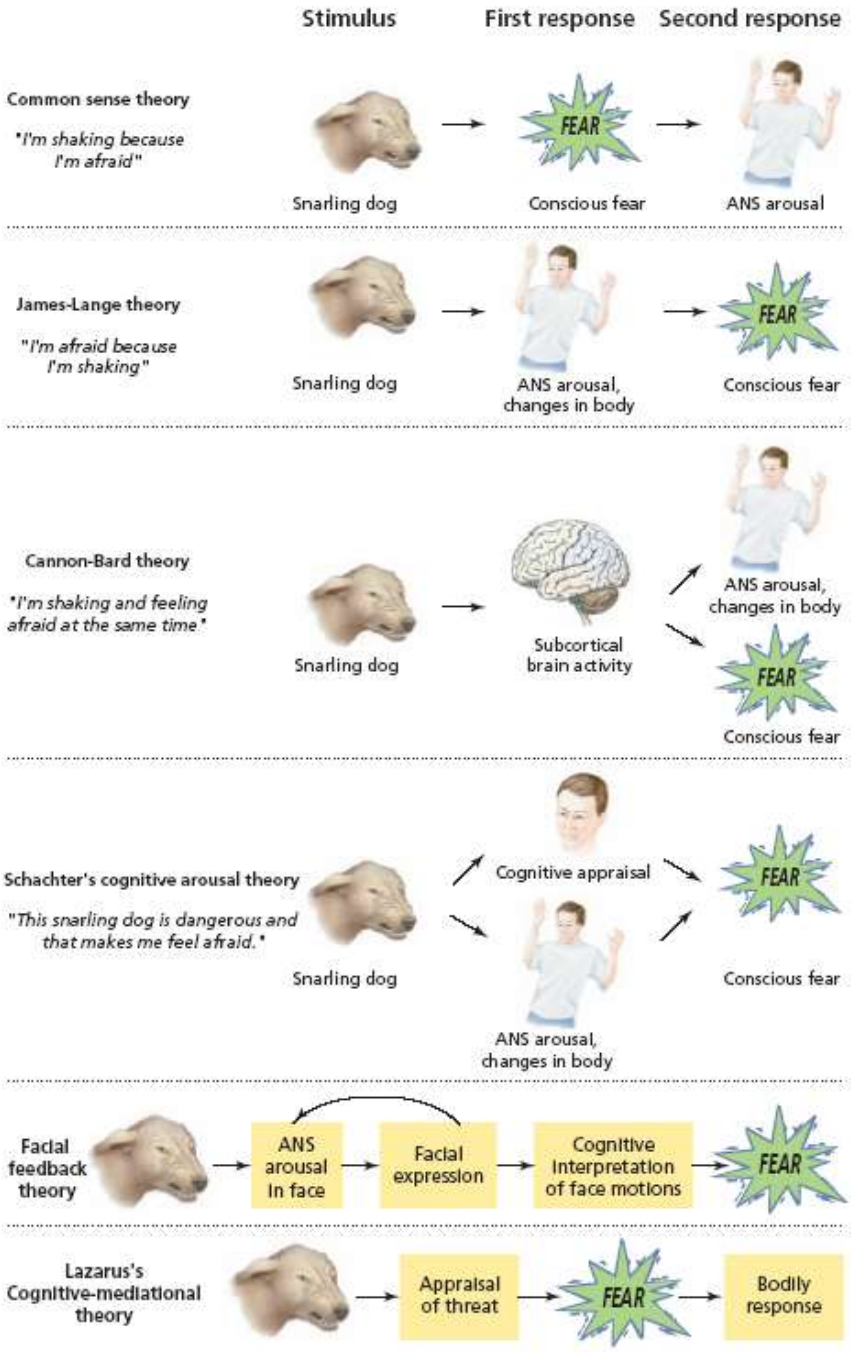
FIGURE 9.12 **Comparison of Theories of Emotion**

These figures represent the six different theories of emotion as discussed in the text.



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Positive Psychology Movement

- Positive psychology movement - a viewpoint that recommends shifting the focus of psychology away from the negative aspects to a more positive focus on strengths, well-being, and the pursuit of happiness.

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